# The County College JCR Executive Minutes

**Friday 5th February**

**12:00**

**Online via Teams**

## Chair
India Ellis (VP Democracy & Finance)

## Attendees
Callum Slater (President); Henry Blackburn (VP Socials, Sports & Events); Elisha Moreton (VP Welfare, Equality & Diversity); Josh Wynn (Media & Communications Officer); Luke Green (Media & Communications Officer); Jess Todd (Socials & Events Officer); Katie Aspin (Socials & Events Officer); Lucy McFegan (Women+ Sports Officer); Matt Houghton (Men+ Sports Officer); Niamh Cartwright (Women+ Welfare Officer); Will Owens (Men+ Welfare Officer); Emmanuel Adeyemi-Abere (Equality & Opportunities Officer); Sonja Deombo (International & Faith Officer)

## Apologies
N/A

## Absentees
N/A

## Agenda item
### Introduction and apologies
**Presenter** IE

**Discussions**
No apologies received; MH initially absent from meeting, arriving after 30 minutes.

## Agenda item
### Matters Arising
**Presenter** IE

**Discussions**
No matters arising from previous minutes.

## Agenda item
### Team Debriefs
**Presenter** IE

**Discussions**
HB informed the Executive that Week 14 was quiet for the Socials, Sports and Events (SSE) team, and that preparation was currently underway for the series of Valentine’s themed events in County In Love Week (Week 15). LM mentioned the intercollegiate Strava challenge which began at the start of the week, which already has around 30 participants.

EM shared that both the Rate My Plate and Dry January Mocktail competitions had ended and that the Welfare, Equality and Diversity (WED) team would soon be selecting winners for both. She also mentioned that February was Boost Your Self Esteem Month and LGBTQ+ History Month, which the WED team had already published social media posts about. EM elaborated that a call for submissions was posted today for the LGBTQ+ Art Showcase, and confirmed that the rest of the month would be mostly focused on posts celebrating and commemorating LGBTQ+ History Month.

CS noted in relation to the competitions run by the WED team, that he is keen to see JCR Executive members entering and taking part in our competitions however that prizes should always go to non-JCR Exec entrants as priority.

JW requested more information from the SSE team on the FIFA Tournament; LG confirmed that this event had now received enough applications to go ahead once it’s planned. HB agreed that he would speak to MH about the launch of this event.
IE reminded the Executive of the upcoming deadline for Bye-Election nominations and urged co-opted members to apply as soon as possible. She also reminded officers that Campaigns Week begins on the 24th February so that candidates can make necessary preparations.

### Agenda item

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### Discussions

HB expressed concern about poorly timed promotion for some recent events and opened a discussion around what has gone wrong with the communications. JW explained that comms requests operate through the Teams calendar, within which himself and LG assign jobs between themselves. He also assured that all of the posts for Week 15 are being published over the weekend, with a post summarising the week being released on Monday.

CS noted that he had noticed a recent faltering in the Comms Protocol, and emphasised that the value of events being submitted into the Teams calendar early is that better timed and higher quality promotion can be organised. He commended both of the sub-teams for keeping to deadlines for calendar submissions and assured the Media & Communications Officers that if promotion was becoming overwhelming that they should always ask him for support. He also highlighted the benefit of scheduling posts in advance, noting that he hadn’t often seen this feature utilised on the social media accounts.

HB also pointed out the issue of collaborative events with other colleges working on a different timescale from our own individual events. He requested that some attention was directed towards finding a way to balance promotion for individual and collaborative events.

LG raised a problem with the Teams software, due to job assignments that himself and JW had worked through disappearing off the Teams calendar. JW suggested that himself and LG meet at some point after the meeting to reassign the comms requests.

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### Agenda item

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### Discussions

WO informed the Executive that posts were averaging around 50 engagements which is already an improvement, however asked that members share the posts when they see them as shared posts receive around 500 engagements. For example, the final Veganuary post reached 44 viewers, whilst the first LGBTQ+ History Month post which was shared 3 times reached 454 viewers. WO requested that Media & Communications Officers could directly share the Welfare Page posts onto the main page, rather than attaching a page link to posts, to encourage more redirection of students to the Welfare Page. He also noted that the Welfare Page has not necessarily grown in terms of page likes despite the improvement in engagement.

JW agreed that sharing the posts would be more effective in encouraging engagement with the Welfare Page than attaching a link and suggested that the Facebook is used solely for reposting and sharing, keeping the same format on the Instagram using a stock photo as the post cover. LG pointed out that the recent Welfare posts on the Instagram had received great engagement; JW elaborated that redirecting students from the Instagram to the Welfare Facebook page is difficult due to being unable to post links in post captions.

IE suggested that the WED team use a giveaway to boost their page likes, by asking students to like the page as an entry condition. She drew attention to the possibility of the team doing this for the giveaway they have planned for March.

IE asked whether there was a reason against the WED team having their own Instagram account. CS confirmed that there was no reason for the WED team to not launch an Instagram, however voiced his concerns over having information in lots of different places making it difficult for students to locate
what they need. CS questioned whether it was worth a complete move to Instagram and warned against attempting to maintain both an Instagram and a Facebook page as this could lead to fragmentation of information. JW pointed out that the main benefit of the Facebook pages is to create events, however the engagement is quite poor on this platform. He also expressed worry over a welfare Instagram receiving the same treatment as the previous County Sports Instagram, which was only used for a week.

EM shared that she had put some thought into how a Welfare Instagram would operate. Ideally, informative posts would be published on the Instagram, with Facebook being used to create events in order to gauge expected attendance. Important information such as college welfare services are posted both on the main Instagram and the Welfare Instagram. WO expressed enthusiasm over taking the lead on a Welfare Instagram and shared belief that launching an account on this platform would improve the work of the WED team. HB suggested that the new Instagram page could be branded in a sense be launched in a manner which would attract attention.

CS stressed the importance of putting thought into the purpose of everything we produce as a team, which includes the launch of a new page. He voiced his support in the launch of a Welfare Instagram if it is used in an effective way to boost engagement with welfare posts and accessibility of information.

CS reminded the team of an action from the previous College Executive meeting with the SCR, in which we committed to posting about core welfare services fortnightly. He suggested that this information could be presented in the cover photo for the Welfare Facebook, mentioning that he will be setting the Media & Communications Officers the task of updating the cover photos, bios and highlights sections on the social media pages.

**Agenda item** Any other business (AOB) **Presenter** N/A

**Discussions**

EM reminded the Media & Communications Officers of the necessity of including Alt Text in social media posts. JW requested that Alt Text be pasted into the Teams Comms Request from the post graphics to avoid needing to copy it across.

IE informed team members that the Uniform Order Form will be posted in the Teams and needs to be completed as soon as possible so that uniform can be ordered.

**Agenda item** Date and time of the next meeting **Presenter** IE

**Discussions**

The next meeting will take place on Friday 12th February 12:00 via Microsoft Teams.